

CA # 339644

New Order

cc: PF
DT

Media: TV
Client: David Levandansky
Product: Election
Estimate: 203
Description: Levandansky October-November buy
Version: 1
Comments:

Market: Pittsburgh
Demo: Adults 35+
Separation: 30
Flight Start: 10/29/12
Flight End: 11/11/12
Survey: DMA/Nielsen

Vendor: WPXI-TV
AE: Jay Barkley
Phone:

Billing To: Caps Lock Communications
700 River Avenue, Suite 416
Pittsburgh, PA 15212
Phone: 412-321-8911
Fax: 412-321-8916
Order Number: 1005542

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	10/29	11/5	Total Spots	Adults 35+ RTG	CPP
1	Su 8:00A-10:00A (CHIT NWS SLAM)	EM	\$750.00	30	1	0	1	3.1	\$241.94
2	M 10:00A-11:00A (ELLEN)	DT	\$670.00	30	0	1	1	2.7	\$248.15
3	Su 5:30A-8:00A (AM NEWS)	EM	\$675.00	30	1	0	1	2.3	\$293.48
4	Sa 8:00A-10:30A (AM NEWS/TODAY SHOW)	EM	\$750.00	30	0	1	1	2.2	\$340.91
5	MTu 7:00A-8:00A (TODAY SHOW)	EM	\$1,200.00	30	0	1	1	3.5	\$342.86
6	WTHF 11:35P-12:35A (TONIGHT SHOW)	LF	\$1,400.00	30	0	1	1	3.1	\$451.61
7	M 7:00P-7:30P (JEOPARDY)	PA	\$3,350.00	30	0	1	1	5.8	\$577.59
Total Spots:							7		
Total GRP/GIMP(000):							22.7		
Total Gross Cost:							\$8,795.00		
Total Net Cost:							\$7,475.75		

Disclaimer:

- ?Any value-added is greatly appreciated.
- ?Makegoods must air in flight, in day part purchased. Otherwise, approval is required.
- ?Half hour separation between spots is required.
- ?Buy will be posted against most recent book.
- ?(2) COPIES OF NOTARIZED INVOICES AND NOTARIZED SCRIPTS ARE REQUIRED FOR CO-OP PURPOSES. All invoicing should be titled in the name of Advertiser c/o Caps Lock Communications and mailed to our address on this order. The invoice will be audited and forwarded to the client for payment. By accepting this order, the station agrees to hold the client solely liable on payment.

1x 675 Su 5:30A-8A

Revised 8/8/12 8:00 AM